

Amendments to the Claims:

Please cancel claims 12-31 without prejudice. Applicants expressly reserve the rights to re-submit the canceled claims for examination in the future. Please add new claims 32 – 48. This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-31 (canceled)

32 (new): A method of providing Internet content to a user of a computing device, comprising:

receiving a request from a computing device;

in response to the request, retrieving information usable by the computing device to present data that is programmed in a format readable by a Web browser program outside of a window of a Web browser program, wherein the data comprises content data and a definition that defines at least in part a functionality and an appearance of a user interface with which the content data is presented; and

transmitting the information to the computing device.

33 (new): The method of claim 32, wherein the information comprises a first address for the content data.

34 (new): The method of claim 33, wherein the information comprises a second address for the definition.

35 (new): The method of claim 32, wherein at least a portion of the definition is usable by the computing device to render a frame through which the content data is presented.

36 (new): The method of claim 32, wherein at least a portion of the definition fully describes a functionality and an appearance of a frame through which the content data is presented.

37 (new): The method of claim 36, wherein the definition is provided by a Web content provider, thereby enabling the Web content provider to control at least in part a functionality and an appearance of the frame when rendered on the computing device.

38 (new): The method of claim 37, wherein the content data is provided by the Web content provider.

39 (new): A method of providing Internet content to a user of a computing device, comprising:

receiving a request from a computing device;

in response to the request, retrieving data that is programmed in a format readable by a Web browser program, the data comprising content data to be displayed at the computing device outside of a window of a Web browser program and a definition that defines at least in part a functionality and an appearance of a user interface with which the content data is presented, and transmitting the data to the computing device.

40 (new): The method of claim 39, wherein at least a portion of the definition is usable by the computing device to render a frame through which the content data is presented.

41 (new): The method of claim 39, wherein at least a portion of the definition fully describes a functionality and an appearance of a frame through which the content data is presented.

42 (new): The method of claim 39, wherein the definition is provided by a Web content provider, thereby enabling the Web content provider to control at least in part a functionality and an appearance of the user interface when rendered on the computing device.

43 (new): The method of claim 39, wherein the content data and the definition are provided by the Web content provider, thereby enabling the user interface to integrate seamlessly with the content data.

44 (new): A method of providing Internet content to a user of a computing device, comprising:

- storing a first address for first content in a data store, wherein the first address is usable by the computer device to present the first content outside of a window of a Web browser program;

- storing a second address for second content in the data store, wherein the second address is usable by the computer device to retrieve a definition that defines at least in part a functionality and an appearance of a user interface with which the first content is presented and that is programmed in a format readable by a Web browser program;

- in response to a request from a computing device, retrieving information that includes the first address and the second address from the data store; and

- transmitting the information to the computing device.

45 (new): The method of claim 44, wherein the information comprises instructions for causing the computing device to request the first content from a server.

46 (new): The method of claim 45, wherein the information comprises instructions for causing the computing device to request the second content from the server or a different server.

47 (new): The method of claim 44, wherein the information comprises instructions for causing the computing device to render a frame through which the first content is presented using the second content.